

# Radio and Television Bibliography

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# Contents

<b>FOREWORD</b> .....	<b>Page</b> <b>IV</b>
<b>GENERAL—HISTORICAL, SOCIO-PSYCHOLOGICAL, MANAGEMENT, ADVERTISING, VOCATIONAL</b> .....	<b>1</b>
<b>PROGRAM TECHNIQUES—WRITING, DIRECTING, PRODUCING</b> .....	<b>15</b>
<b>EDUCATIONAL USES—AUDIO-VISUAL, RADIO, AND TELEVISION</b> .....	<b>22</b>
<b>SCRIPTS AND PLAYS</b> .....	<b>26</b>
<b>TECHNICAL ASPECTS</b> .....	<b>31</b>
<b>PERIODICALS</b> .....	<b>36</b>
<b>SOURCES OF GENERAL INFORMATION</b> .....	<b>38</b>
<b>INDEX</b> .....	<b>41</b>

III

## Foreword

ONE OF THE notable evidences of growth in the field of educational radio and television is to be found in the increasing volume of new literature as it emerges each year. The Office of Education's Radio-Television Services, under the direction of Franklin Dunham, have followed the practice through the years of issuing periodically a bibliography of some of the most significant editions. Emphasis has been on books devoted to the historical, philosophical, and sociological aspects of the media, together with those which deal with vocational training for careers in radio and television. A limited number of technical books of a general nature are likewise included for teachers, administrators, and students.

Except for what are regarded as standard texts having continuing value, the present edition does not include previous listings which are now more than 10 years old. Replacing the older books are nearly one hundred and fifty new ones, the majority of which deal with some aspect of the newer medium—television.

The Office is indebted to the Department of Communications of American University for the assistance of graduate student, Carl Ruble, in assembling some of the material for the new publication.

It is to be hoped that this new edition of the *Bibliography of Radio and Television* will prove valuable not only to those who are working with radio and television in our schools and colleges, but to all broadcasters as well.

WAYNE O. REED, *Assistant Commissioner,*  
*Division of State and Local School Systems.*  
J. DAN HULL, *Director, Instruction,*  
*Organization, and Services Branch.*



# RADIO AND TELEVISION BIBLIOGRAPHY

## General

Allport, G. W., and Cantril, Hadley. *The Psychology of Radio*. New York, Harper & Bros., 1935.

An analysis by leading psychologists of the general psychological and cultural factors that shape radio programs and determine the responses of listeners. Also contains the results of experiments conducted on voice and personality, sex differences in radio voices, speaker vs. loudspeaker, listening vs. reading, and effective conditions for broadcasting.

American Television Society. *The 1946 American Television Directory*. New York, The Society, 1946.

First annual edition. Contains some 50 articles on a variety of television subjects. In addition gives names of members and executives of the American Television Society, television stations, advertisers, agencies, producers, etc.

Barry, David W. *See Parker—The Television-Radio Audience and Religion*.

Begley, Martin, and MacCrae, Douglas. *Auditioning for TV*. New York, Hastings House, 1955.

A guide for the aspiring television actor. Includes two short scripts for study, as well as a glossary of television terms.

Bendick, Jeanne and Robert. *Television Works Like This*. New York, McGraw-Hill Book Co., 1949.

A nontechnical book about television by authors with long years of experience in the medium and with the added ability to illustrate factual material simply.

——— *Television Works Like This*. Second Edition, 1954.

Bidlack, Cecil S. *See NAEB publications*.

Brennan, Ed. *Advertising Media*. New York, McGraw-Hill Book Co., 1951.

A comprehensive text designed to give the student an understanding of the functioning of major forms of advertising media, as well as effective methods and means of buying and selling space and time.

Bridge, Harry P. *Practical Advertising*. New York, Rinehart & Co., Inc., 1949.

A text designed to acquaint the student with an actual working knowledge of every phase of the advertising business.

——— *Practical Advertising—Television Supplement and Workbook*, New York, Rinehart & Co., Inc., 1951.

A supplement to the textbook *Practical Advertising*, designed to acquaint teachers and students with some of the problems and techniques of advertising by television.

British Broadcasting Corporation. *BBC Handbook*. London, Jarrold & Sons, Ltd., 1940.

Reveals the problems which confront the broadcasting service in a country at war; the effects of the war on BBC's plan for an exchange of programs with other countries; and the development of television.

——— *BBC Yearbooks, 1928 to Date*. London, The British Broadcasting Corporation, Broadcasting House. (Also available from the British Library, New York 20, N. Y.)

Annual reports of the program, technical, and other activities of the British Broadcasting Corporation.

Broadcasting and Broadcast Advertising Yearbook. Washington, D. C., Broadcasting Publications, Inc. (Issued every year through 1944.)

Comprehensive reference handbook of directories and information relating to all phases of radio.

**Broadcasting—Telecasting Yearbook.** Washington, D. C., Broadcasting Publications, Inc. (Issued every year beginning 1945.)

Comprehensive reference marketbook, similar to above except extended to include information relating to all phases of television as well as of radio.

**Broadcast Music, Inc. "22 Television Talks."** New York, Broadcast Music, Inc., 1953.

A collection of pertinent papers delivered at the 1953 BMI Television Program Clinics, and dealing with broad cross-section of problems in operating and programing a television station.

**Broderick, Rev. Edwin B.** Your Place in TV. New York, David McKay Company, Inc., 1954.

Presenting vocational guidance for high school and college students contemplating careers in the broadcasting industry. Appendix includes list of positions and qualifications.

**Bryson, Lyman, Ed.** The Communication of Ideas. New York, Harper & Bros., 1948.

A volume of lectures emphasizing the philosophical orientation of mass communication by pioneering experts, as presented before the Institute for Religious and Social Studies of the Jewish Theological Seminary of America, and moderated by the Editor.

— **Time for Reason,** New York, George W. Stewart Pub., Inc., 1948.

A concise discussion of the general organization and philosophy of American radio based on a series of CBS broadcasts dealing with the problems and potentialities of radio broadcasters and with criticisms and opinions of listeners.

**Bureau of Labor Statistics.** Employment and Earnings of Radio Artists, Reports 1-2. Washington, D. C., U. S. Department of Labor, 1949.

Report 1—"Employment and Unemployment."

Report 2—"Earnings from Radio Performing."

— in cooperation with the Veterans Administration. Employment Outlook in Radio and Television Broadcasting. Washington, U. S. Government Printing Office, 1949.

The introduction presents the national scope of the industry, its occupations, outlook, and earnings, followed by statistics for each individual State.

**Campbell, Angus.** See NAEB Monitoring Studies.

**Cantril, Hadley.** See Allport. The Psychology of Radio.

**Carver, Robert L.** Successful Radio Advertising. New York, Prentice-Hall, Inc., 1949.

A detailed analysis of facts and figures, plans and policies relating to the enormous field of radio sponsor-participation programs.

**Chappell, Mathew N., and Hooper, C. E.** Radio Audience Measurement. New York, Stephen Daye, Publishers, 1944.

Principles of measurement by which listener reaction can be gauged. Combines observations in the technical, professional, and commercial fields.

**Claasse, Roger.** Education by Radio—School Broadcasting. Paris, UNESCO, 1949.

One of a series of UNESCO studies on specific problems of mass communications. This booklet examines radio as an instrument and points up its merits and its limitations as a means of expression and education.

**Coase, R. H.** British Broadcasting. Cambridge, Mass., Harvard University Press, 1950.

A study in monopoly published for the London School of Economics and Political Science.

**Cooley, Hazel.** Vision in Television. New York, Channel Press, 1952.

A review of the background of broadcasting and stressing the need for a supplementary educational system in the United States.

**Crosby, John.** Out of the Blue. New York, Simon & Schuster, Inc., 1952.

A careful selection of what is considered to be among the best of the author's radio and television critiques, beginning with August 15, 1946.

**Curran, Charles W.** Handbook of TV and Film Technique, The. New York, Pellegrini & Cudahy, 1953.



A nontechnical production guide for executives. Gives basic facts about producing films, including production costs; methods and procedures, and a glossary of trade terms.

**Cuthbert, Margaret.** *Your Career in Radio.* New York, National Broadcasting Co., 1947.

Booklet containing descriptions of jobs in radio, with suggestions for high school students on how to prepare for them.

**Day, Emil.** *Radio Broadcasting for Retailers.* New York, Fairchild Publishing Co., 1947.

A guide for the sponsor and the radio salesman.

**Denman, Frank.** *Television, the Magic Window.* New York, The Macmillan Co., 1952.

An illustrated nontechnical study of television.

**Digges, I. W.** *The Modern Law of Advertising and Marketing.* New York, Funk & Wagnalls, 1948.

A concise, comprehensive, and authoritative handbook of the legal aspects of advertising. Includes 16 pages on radio broadcasting and television.

**Dill, Clarence C.** *Radio Law: Practice and Procedure.* Washington, D. C., National Law Book Co., 1938.

Gives the background of radio law, including the Radio Act of 1927 and the Communications Act of 1934.

**Dorf, Richard H.** *See Kamen—TV and Electronics as a Career.*

**Dunlap, Orrin E., Jr.** *The Future of Television.* Rev. ed. New York, Harper & Bros., 1947.

Important television programs and practices from 1939 to publication date.

— *Understanding Television.* New York, Greenberg Publishers, Inc., 1948.

A book for the layman designed to explain something of the magic of bringing television into the American home.

— *Dunlap's Radio and Television Almanac.* New York, Harper & Bros., 1951.

A reference book on men, events, inventions and dates that made history in electronics from the dawn of electricity to radar and television.

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A popularly written story of a miracle in radio, written so the layman can understand.

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A dramatic presentation on what radar is and how it works in war and peace.

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A comprehensive analysis of television development and its potential uses, based on practical experiences of the author.

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A comprehensive guidebook providing practical information on many facets of selling and promotion.

**Ewbank, Henry L. and Lawton, Sherman P.** *Broadcasting: Radio and Television.* New York, Harper & Bros., 1952. See page 17.

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Contains a series of production projects giving step-by-step procedures for planning various types of student broadcasts.

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**Friedrich, Carl J., and Sayre, Jeanette.** *An Analysis of the Radiobroadcasting Activities of the Federal Agencies.* Littauer Center, Harvard University, 1941.

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The second in a series of six studies on the control of radio. Since there was no precedent for the control of radio, and radio broadcasting presents technical complications not present in the case of the press, this study deals with four basic tasks to be considered in determining how radio should be operated and controlled during wartime.

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**Gordon, Dorothy.** *All Children Listen.* New York, George W. Stewart, 1942.

Stresses the need to draw children's attention to the ideals of our democratic culture through the use of radio.

**Gould, Jack.** *All About Radio and Television.* New York, Random House, 1953.

A book for the 9- to 12-year-old; explains in simple language the nature of television and radio waves and how to transmit and receive them. Attractively illustrated.

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A guide for the professional as well as the student. Material is based on personal interviews with specialists in all phases of advertising agency practice.

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A practical working handbook covering the history, principles, and techniques of public relations as written by experts from 32 fields.

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An anecdotal recount of the author's own remembrance of the events and personalities of the air-waves, past and present.

**Hall, Roger S.** *Taking Hold of Television.* New York, National Publicity Council, 1954.

A guide for the small agency or organization called upon to plan campaigns for civic, health, or welfare groups.

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A vocational guide designed to show the job opportunities in television with details on required qualifications and present salary range.

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**Hepner, Harry Walker.** *Effective Advertising.* Syracuse, N. Y., Syracuse University, 2d ed., 1951.

A standard basic text for first-year course in advertising covering all phases of the subject, including mass media.

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Based on experiences as a television performer, author describes a variety of scientific experiments that can be done at home.

**Hill, Frank Ernest.** *The Groups Tune In.* Washington, D. C., Federal Radio Education Committee, U. S. Office of Education, 1940.

A study of listening groups. The first part deals with the relative merit of listening in a group as compared with listening alone; the second is a study of the organization, the mo-



tivation, and the objectives of listening groups both in the United States and in Europe.

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*Huth, Arno G.* *Communications and Economic Development.* New York, Carnegie Endowment for International Peace, 1952.

A thought-provoking article in which the author raises some of the complex questions involved in the use of communications as a vitalizing and unifying force in modern civilization.

— *Radio-Heute Und Morgen.* (Radio—Today and Tomorrow.) Zurich, Europa Verlag, 1944. (U. S. Distributor, Friedrich Krause, 4716 Broadway, New York City.

Examines the national and international status of broadcasting at the end of World War II, and presents preview of radio developments, including facsimile and television. Contains chapter on clandestine stations. Appendix includes explanation of physical laws of radio, a list of the most powerful transmitters, and the principal short-wave stations of the world.

— *Radio Today.* Geneva, Geneva Research Centre, 1942. (U. S. Distributor, Columbia University Press, 2960 Broadway, New York City.)

Report on the wartime structure of broadcasting and its status in the different countries at the time when Europe was mainly dominated by Germany, and the Far East by Japan. Shows the suppression of freedom by totalitarian forces.

*Joint Committee on Educational Television.* Factsheet. Washington, D. C.

A periodical giving current progress reports on educational television channels, for recommended use by educational journals.

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A survey of job possibilities in the three media with contributions from top ranking professionals as to how to approach them.

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While author devotes little attention to specific problems of broadcasters, much of what is written concerning the statutory, judicial, and common-law provisions on copyright applies to radio stations and personnel.

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A vocational guide describing detailed workings of each phase of the industry and the place of each person in the over-all operation. Also included is an outline of required training.



- Kaplan, Milton Allen.** *Radio and Poetry.* New York, Columbia University Press, 1949.
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- Klapper, Joseph T.** *The Effects of Mass Media.* New York, Columbia University, 1949.
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- *See Ewbank—Broadcasting: Radio and Television.*
- Lazarsfeld, Paul F.** *Communications Research, 1948-1949.* New York, Harper & Bros., 1949.
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- **and Stanton, Frank.** *Radio Research, 1941.* New York, Duell, Sloan & Pearce, Inc., 1941.
- The first in a planned series as a supplement to Dr. Lazarsfeld's own study, "Radio and the Printed Page." Contains six reports—three on different types of programs and three on listener reactions.
- **Radio Research, 1942-1943.** New York, Duell, Sloan & Pearce, Inc., 1944.



The second of the Radio Research annuals, including analysis of daytime serials, radio in wartime, radio in operation, radio and popular music. Concludes with a series of up-to-date technical studies and a report on the use of radio research technique in the fields of the news and the popular magazines.

**Leroy, Mervyn.** *It Takes More Than Talent.* New York, Alfred A. Knopf, 1953.

As told to free-lance writer, Alyce Canfield, the author describes in detail how a motion picture is put together from the choice of the story to the last bit of costuming. Also suggests ways of getting a job in pictures.

**Leahy, Philip, ed.** *Public Relations Handbook.* New York, Prentice-Hall, Inc., 1950.

A practical reference on the how's, why's, what's, when's and where's of public relations with contributions from 88 professional experts.

**Levenson, William B.** *Steve Sears, Ace Announcer.* Chicago, The King Co., 1948.

An informative account of radio broadcasting as told through the experiences of a teenage boy.

**Lindsley, Charles Frederick.** *Radio and Television Communication.* New York, McGraw-Hill Book Co., 1952.

A textbook and study manual on the historical, social cultural, business, and technical aspects of the subject. Extensively illustrated.

**Loevinger, Lee.** *The Law of Free Enterprise.* New York, Funk & Wagnalls Co.

A reference for knowing and understanding the basic rules and principles of the American economic system of free enterprise.

**Lumsdaine, Arthur A.** *See Hovland—Experiments on Mass Communication.*

**MacCrae, Douglas.** *See Begley—Auditioning for TV.*

**MacLachy, Josephine, ed.** *Education on the Air.* Columbus, Ohio State University, 1950 to 1948. (See Olson for subsequent issues.)

Yearbook containing proceedings of the Institute for Education by Radio. Some of the topics discussed are: Organization and administration of education by radio, the radio in

educational institutions, schools of the air, college radio stations and their activities, technical aspects of radio, educational techniques in broadcasting, and research in radio education.

**McKenzie, Alexander A.** *See Hornung—Radio Operating, Questions and Answers.*

**McMahan, Harry W.** *Television Commercial, The.* New York, Hastings House, 1954.

One of the few books devoted exclusively to television commercials. Shows how to create and produce effective television advertising, along with do's and don'ts on production.

**Manual of Operational Standards.** 3d edition. Radio & Television Service, Indiana University, Bloomington, 1954.

The operation standards adopted for Indiana University for their programs.

**Marshall, Roy K.** *The Nature of Things.* New York, Henry Holt & Co., 1951.

Offers a pleasant and informative introduction to some of the major scientific mysteries of the world, patterned on the author's method of simple demonstration which he follows in his weekly TV series over NBC-TV.

**Marx, Herbert L., Jr.** *Television and Radio in American Life.* New York, The H. W. Wilson Co., 1953.

A compilation of articles dealing with the impact of the two major means of mass communication on our society, and its significance. One of the Reference Shelf Series.

**Mass Media and Education.** 53d Yearbook of the National Society for the Study of Education, Part II, 1954. Chicago, University of Chicago Press, 1954.

Prepared with teachers, parents, principals, and superintendents in mind. Concerns itself with mass media as influences in the out-of-school life of the youth and adult.

**Maukch, Hans O.** *See NAEB Monitoring Studies.*

**Melcher, Daniel and Larrick, Nancy.** *Printing and Promotion Handbook.* New York, McGraw-Hill Book Co., Inc., 1949.

A guide for the planning and production of printing and advertising materials with significant applications to radio.



Melcher, Daniel and Larrick, Nancy. *Printing and Promotion Handbook, Revised Edition*, 1958.

A practical guide for those who plan any aspect of a promotion campaign, including printing, advertising, radio, and television.

Mercier, Claude. *Low-Cost Radio Reception*. Paris, UNESCO, 1950.

One in the series of studies dealing with press, film, and radio in the world today. This report describes the results of an attempt to develop low-priced radio receivers for economically backward people; and to examine questions of collective and individual listening.

Meyer, Jerome S., illus. by Floetha, Richard. *Picture Book of Radio and Television and How They Work*. New York, Lothrop, Lee & Shepard Co., Inc., 1951.

A rather full account of the invention of radio and television, written for children under 14. Well illustrated.

Midgley, Ned. *The Advertising and Business Side of Radio*. New York, Prentice-Hall, Inc., 1948.

A practical textbook, graphically illustrated with charts and tables. Also contains information about the commercial scales of the major and regional networks, local station operation and management.

Moser, J. G., and Lavine, Richard A. *Radio and the Law*. Los Angeles, Calif., Parker and Co., 1947.

Examines every available decision in this country and the British Empire.

Murrow, Edward R. *See This I Believe*.

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——— *Radio-Television Bibliography*. Burton Paulu, ed. Urbana, Ill., National Association of Educational Broadcasters. 1952.

A listing of books and articles on all the nontechnical aspects of broadcasting covering the period Jan. 1, 1949, to June 30, 1952.

——— *Lincoln Lodge Seminar on Educational Television*, Burton Paulu, ed. A report of the deliberations and recommendations of leaders in the field of

educational broadcasting at the University of Wisconsin June 1953.

——— *First TV Production Workshop—1953*. Edward Stasheff, ed. A report of workshop conducted for persons engaged in educational television programming, held at the University of Illinois 1953.

——— *Second TV Production Workshop—1954*. Edward Stasheff, ed. Report of workshop held at Michigan State University, including summaries of lectures, demonstrations, procedures, and projects.

——— *First TV Engineering Workshop—1954*. Cecil S. Bidlack, ed. Report of the workshop for technical personnel in educational television, held in New York City, 1954.

——— *Third TV Production Workshop—1955*. Edward Stasheff, ed. Report of workshop held at the State University of Iowa, including lecture summaries and other class exercises and projects.

——— *Second TV Engineering Workshop—1955*. Cecil S. Bidlack, ed. Report of workshop for technical personnel in educational television, held at Michigan State University, 1955.

——— *Four Years of New York Television (Study #7)*. H. H. Remmers (Purdue Opinion Panel).

A comprehensive study of programs carried by New York City television stations during the period Jan. 25-31, 1954, and those reported in 8 previous years.

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*New York Television (Studies 1 and 4)*—Dallas W. Smythe. A comprehensive study of the programs carried by the New York City stations during the periods Jan. 4-10, 1951; and Jan. 4-10, 1952.

*Los Angeles Television (Study #2)*—Dallas W. Smythe and Angus Campbell. A comprehensive study of programs carried by the Los Angeles television stations during the period May 23-29, 1951.



- Chicago Summer Television (Study #8)—Hans O. Mauksch, Donald Horton and Kurt Lang. A comprehensive study of the programs carried by the Chicago television stations on Aug. 5, 1951.
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- Three Years of New York Television (Study #6)—Dallas W. Smythe. A comprehensive study of programs carried by New York City stations during the period Jan. 4-10, 1953, and compared with 1951 and 1952 studies.
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- Parker, Everett C.; Barry, David W.; and Smythe, Dallas W. Television-Radio Audience and Religion, The. New York, Harper & Brothers, 1955.
- A comprehensive appraisal of the impact of religious radio and television programs on the people of an American community.
- Parker, Everett C. Religious Radio: What To Do and How. (See page 20.)
- Paula, Burton. See NAEB Publications.
- Peet, Creighton. All About Broadcasting. New York, Alfred A. Knopf, 1942.
- A vivid presentation of one of the great achievements of modern science, from the translation of sound waves by a microphone to the latest development of television.
- Phillips, David C., Grogan, John M., and Ryan, Earl H. Introduction to Radio and Television, An. New York, The Ronald Press Co., 1954.
- An introductory survey for those wanting a general understanding of radio and television. Contains background material on the development of the industry, its organization, operations, and special problems. Concentrates on current procedures and problems, organization, and programming.
- Pierce, C. See Ommanney—Stage and the School, The.



**Press, Film, Radio—Reports on the Facilities of Mass Communication, 1951, Vol. V.** Paris, UNESCO, 1952.

One of a series of surveys on the structure, work, and equipment of news agencies, press, cinema, and radio in 157 countries and territories, including war-devastated countries and countries whose technical equipment was inadequately developed.

**Radio Annual.** New York, Radio Daily Corporation, 1938 to date.

A handbook of directories to American radio stations and networks, and of miscellaneous information relating to many phases of radio.

**Ranson, Jo, and Pack, Richard.** *Opportunities in Radio.* New York, Vocational Guidance Manuals, Inc., 1946.

A factual analysis of the job opportunities that exist in the field of radio from announcing to engineering.

——— *Opportunities in Television.* New York, Grosset & Dunlap, 1950.

Another in the Vocational Guidance Manuals series in which job potentialities in TV are analyzed. Book also includes lists of existing TV stations and sample job and training requirements of one network.

**Reck, Franklin M.** *Radio From Start to Finish.* New York, Thomas Y. Crowell Co., 1942.

A review of radio history from 1895 to present-day developments in television and FM.

**Reinach, J. Leonard.** *Radio Station Management.* New York, Harper & Bros., 1948.

A source book based on years of practical experience in radio station management. Explores all facets and treats them one by one.

**Reins, Karel.** *Technique of Film Editing, The—Basic Principles for TV.* New York, Farrar, Straus & Young, Inc., 1953.

A symposium by well-known men in the British film industry, edited by the author. An extensive, comprehensive work on the history and techniques of editing, with illustrations from current films.

**Rodale, J. L.** *The Phrase Finder.* Emmaus, Pa., Rodale Press, 1954.

Three books in one—including a name finder, a metaphor finder, and sophisticated synonyms. Especially useful to writers.

**Rowland, J. Howard.** *Adolescent Personality and Radio: Some Exploratory Studies.* Columbus, Ohio, Evaluation of School Broadcasts, Ohio State University, 1943.

A comprehensive survey of the influence of radio listening upon young people as a leisure-time activity.

——— *How To Build a Radio Audience.* Columbus, Ohio, Evaluation of School Broadcasts, Ohio State University, 1943.

A description of the results of three audience-building experiments conducted with school and parent groups. Publicity and audience measurement methods are discussed.

——— **Tyler, L. Keith and Woolfel, Norman.** *Criteria for Children's Radio Programs.* Columbus, Ohio, Evaluation of School Broadcasts. (Available from: U. S. Office of Education, Washington, D. C.)

This guide for program planners, writers, and producers of children's radio programs is a summarization of research findings and interpretations made by members of the staff of the Evaluation of School Broadcasts Project at Ohio State University. Gives 18 specific criteria in 3 categories—ethics, social development, and entertainment.

**Ryan, Earl H.** *See Phillips—Introduction to Radio and Television, An.*

**Sandage, C. H.** *Radio Advertising for Retailers.* Cambridge, Mass., Harvard University Press, 1945.

Considers the extent to which retailers and others have used radio, the character of such use, and the factors that made for success or failure.

**Sayre, Jeannette.** *See Friedrich—The Development of the Control of Advertising on the Air; Controlling Broadcasting in Wartime; An Analysis of the Radio Broadcasting Activities of Federal Agencies.*

**Schramm, Wilbur.** *Communications in Modern Society.* Urbana, Ill., University of Illinois Press, 1943.

A symposium giving general orientation toward the practical ends which communications can serve. Also contains bibliography.



Schramm, Wilbur. *Mass Communications*. Urbana, Ill., University of Illinois Press, 1949.

A book of readings selected and edited for the Institute of Communications Research at the University of Illinois. Intended as an integrated introduction to mass communications for those interested in studying them through the windows of the social sciences.

—— ed. *The Process and Effects of Mass Communication*. Urbana, Ill., University of Illinois Press, 1954.

An introduction to the communication process and to the general problems of its use internationally. Book grew out of a recognized need in the U. S. Information Agency for background materials for the training of employees in the field of research and evaluation.

Sechauer, E. F., and Laemmar, J. W. *Successful Radio and Television Advertising*. New York, McGraw-Hill Book Co., 1951.

Gives comprehensive description of all phases of radio and television advertising with illustrative material taken from actual practice.

Selden, Gilbert. *The Great Audience*. New York, The Viking Press, 1950.

An analysis of what the three popular arts—movies, radio, and television—are doing to our tastes and standards, and to the environment in which we live.

Settel, Irving and Glenn, Norman and Associates. *Television Advertising and Production Handbook*. New York, Thomas Y. Crowell Co., 1953.

For the advertising or businessman, the copy writer, director, and others this handy reference book attempts to provide answers to problems most frequently encountered by those engaged in buying, selling, and producing television programs and advertising.

Sevareid, Eric. *In One Ear*. New York, Alfred A. Knopf, 1952.

A collection of what the author refers to as individual snapshots taken from some of his daily broadcasts. An inspiring panorama of our times.

Shayon, Robert L. *Television and Our Children*. New York, Longmans, Green & Co., 1951.

An informative and penetrating exploration of the effects of television on children and constructive suggestions for insuring better program fare.

Sheffield, Fred D. *See Hovland—Experiments on Mass Communication*.

Shurick, E. P. J. *The First Quarter-Century of American Broadcasting*. Kansas City, Mo., Midland Publishing Co., 1946.

A chronological history of radio by subjects.

Siepmann, Charles A. *Radio's Second Chance*. Boston, Mass., Little, Brown and Co., 1946.

A critical analysis of radio's strength and its weakness in the United States with a "Plan for the Future."

—— The Radio Listeners Bill of Rights.

Details the responsibilities of the Radio listener to contribute his share of thought and effort toward the betterment of radio "in the public interest."

—— Radio, Television and Society. New York, Oxford University Press, 1950.

A history of radio and television and a study of their social and psychological effects upon our tastes, opinions, and values.

—— Television and Education in the United States. Paris, UNESCO, 1952.

Considers general educational aspects of television, followed by a description and assessment of what has been done in countries where there is television. Book includes interesting examples of program experiments as well as available evidence of effects of such programs. Estimated equipment and operating costs likewise included.

—— Television in the United States. Paris, UNESCO, 1952.

One in the UNESCO series, *Press, Film and Radio in the World Today*. Considers general educational aspects of television; descriptive examples of program experiments and available evidence of the effects of such programs.

Sill, Jerome. *The Radio Station: Management, Functions, Future*. New York, George W. Stewart Co., 1946.

An analysis of the economic aspects of radio-station management.



Smith, G. H. *Motivation Research in Advertising and Marketing*. New York, McGraw-Hill Book Co., Inc.

The result of studies by the Committee on Motivation Research sponsored by the Advertising Research Foundation whose purpose is to further scientific practices and promote greater effectiveness in advertising.

Smith, Sayre Jeanette. *See Friedrich—Radio-broadcasting and Higher Education*.

Smythe, Dallas W. *See Parker—The Television-Radio Audience and Religion*.

— *See NAEB Monitoring Studies*.

Solal, Lucien. *See Terron—Legislation For Press, Film and Radio*.

Southwell, John. *Getting a Job in Television*. New York, McGraw-Hill Co., Inc, 1947.

Spotlights each type of job, giving pay, required experience, and qualifications.

Spence, Hartzell. *Radio City*. New York, The Dial Press, 1941.

A presentation, in novel form, of the background of radio entertainment. Primarily a story of a director of the radio division of a large advertising firm and his difficulties in persuading his clients to merchandise their products with some consideration for their listeners' tastes.

Spence, Leslie. *Radio Listening*. Madison, Wis., Joint Committee for Better Listening, 1946.

One of the best aids to evaluate radio programs by individual or group listeners.

— *Editor News Letter, American Council for Better Broadcasts*, Madison, Wis., 1953 to present.

*Spot Radio Promotion Handbook*. New York Standard Rate & Data Service, Inc., 1949.

A handbook based on a first-hand study of the practices, viewpoints, opinions, and experience of spot radio users.

*Standards of Practice*. *See NARTB*.

Stanton, Frank. *See Lazarsfeld—Radio Research, 1941, and Radio Research, 1942-1943*.

Stasheff, Edward. *See NAEB publications*.

Stokowski, Leopold. *Music for All*. New York, Simon & Shuster, 1943.

A great orchestral conductor presents the full scope of music as he sees it, and shows how the enjoyment of music is a birthright in which all can freely share.

Swing, Raymond, ed. *This I Believe*. *See below under book title*.

*Television*. New York, The Fought Company, 1949.

A report of a 10-month study of the pro's and con's of television from a socio-economic standpoint.

*Television—A World Survey*. UNESCO. New York, Columbia University Press, 1953.

Details on the worldwide spread of television based on information available during the first quarter of 1953. Includes history of television in different countries, its organization, finance, technical facilities, and present programming activities as well as reception conditions.

*Television Broadcasters Association. Official Yearbook of the Television Industry*. New York, The Association, 1944-45.

First yearbook of the TBA contains short articles on various aspects of television and a chronology of television events from 1867 to 1944.

*Television Digest and FM Reports*. Washington, D. C., 1519 Connecticut Avenue NW.

Publishers of weekly news letters covering trends and developments in television and FM radio. Also publish annual AM, FM, and Television Directories, with addenda.

Terron, Fernand and Solal, Lucien. *Legislation for Press, Film and Radio*. Paris, UNESCO, 1951.

A comparative study of main types of regulations governing the information media. One of the UNESCO series.

*This I Believe*. Edited by Raymond Swing. New York, Simon & Schuster, Inc., 1954.

Contains statements of personal philosophies of 100 thoughtful men and women in all walks of life, as requested by Edward R. Murrow.

Tolleria, Beatrice K. *Radio—How, When, and Why To Use It.* New York, National Publicity Council, 1947.

A manual designed to guide the community agency in planning effective uses of radio.

Tyler, I. Keith. *See Rowland—Criteria for Children's Radio Programs.*

Tyler, Kingdon S. *Telecasting and Color.* New York, Harcourt, Brace & Co., 1946.

A scientific story giving step-by-step procedures from inception of the program idea until its appearance on the receiver. Personnel duties also are discussed.

Ulin, Arnold A. *Small Station Management and the Control of Radio Broadcasting.* Littauer Center, Harvard University, 1948.

A case study of the role of radio-station management in the complex pattern of influences that divide the control of broadcasting. Preface by Dr. Carl J. Friedrich.

UNESCO. *Television a World Survey.* *See Television a World Survey.*

— *See Siepmann—Television in the United States.*

— *See Nicol, Shea, Simmons and Sim—Canada's Farm Radio Forum.*

— *See Clause, Roger—Education by Radio: School Broadcasting.*

— *See Terrou, Fernand and Solal, Lucien—Legislation for Press, Film, and Radio.*

— *See Mercier, Claude—Low-Cost Radio Reception.*

— *See Williams, J. Grenfell—Radio in Fundamental Education in Undeveloped Areas.*

— *See Press, Film, Radio—Reports on the Facilities of Mass Communication—1951.*

— *See Siepmann—Television and Education in the United States.*

— *See Shea, Albert A. See Nicol—Canada's Farm Radio Forum.*

— *See Simmons, G. J. P. See Nicol—Canada's Farm Radio Forum.*

UNESCO. *Sim, R. Alex, ed. See Nicol, John—Canada's Farm Radio Forum.*

U. S. Government Printing Office, Washington, D. C.

Lists of publications dealing with various phases of radio, television, electronic, radar, etc.

Variety Radio Directory. New York, Variety, Inc.

Yearbooks of information pertaining to radio.

Waller, Judith C. *Radio, the Fifth Estate.* Boston, Mass., Houghton Mifflin Co., 1946.

Written by one of radio's best-known women, and designed as a text for students; gives comprehensive analysis of radio as a public service.

— *Radio, the Fifth Estate, 2nd Ed.* Boston, Mass., Houghton Mifflin Co., 1950.

A revision including some of the operations that have undergone vast changes since release of the first edition.

Warner, Harry P. *Radio and Television Law.* Albany, N. Y., Matthew Bender & Co., 1948.

A comprehensive reference book on the legal and regulatory structure of the radio and television law.

Warren, Frank. *TV in Medical Education.* Chicago, American Medical Association, 1955.

Written for the doctor who may be called upon to appear on television. Suggests ways and means for choosing and presenting his material to best advantage.

White, Llewellyn. *The American Radio.* Chicago, University of Chicago Press, 1947.

A report on the broadcasting industry as prepared by the Commission on Freedom of the Press.

White, Melvin R. *Beginning Television Production.* Minneapolis, Minn., Burgess Publishing Co., 1953.

An elemental manual for the student or for the radio technician wishing to extend his interests to include some knowledge of television production.



**Williams, Albert N.** *Listening.* Denver, University of Denver Press, 1948.

A collection of articles as they were published in the *Saturday Review of Literature* while the author was radio columnist. Articles concerned principally with bringing the reader-listener an analysis of how he can achieve better listening as opposed to just hearing.

**Williams, J. Grenfell.** *Radio in Fundamental Education in Underdeveloped Areas.* Paris, UNESCO. (Sales Agent in U. S.—Columbia University Press, New York 27.)

Another step in the series of studies on specific problems of mass communication pointing up the instructional possibilities of radio in 16 underdeveloped areas from Algeria to the West Indies.

**Williams, W. E.** *See Hill—Radio's Listening Groups.*

**Willis, Edgar E.** *Foundations in Broadcasting.* New York, Oxford University Press, 1961.

A general history of radio and television with specifics on techniques of programing as they relate to each medium.

**Wisconsin Association for Better Radio and Television,** 2545 Van Hise, Madison, Wis. *Let's Learn to Listen,* 1945.

A handbook for the radio listener designed to stimulate its readers to detect the differences between good and not so good programs.

— **Wittenberg, Philip.** *Dangerous Words.* New York, Columbia University Press, 1947.

A guide to the law of libel.

**Weelfel, Norman.** *Radio Over U. S. A.: The Social, Artistic, and Educational Significance of Radio.* Columbus, Ohio, Ohio State University, 1942.

Deals with radio's contribution to the national morale, the implications of such radio

series as "This Is War," and the need for an overall strategy in communications planning.

— *See Rowland—Criteria for Children's Radio Programs.*

**Wolfe, Charles Hull.** *Modern Radio Advertising.* New York, Funk & Wagnalls Co., 1949.

An authoritative account of radio advertising history with practical procedures for the agency representative and the radio advertiser.

— *Second Edition, 1953.*

With an analysis of television advertising, how to plan it, buy it, write it, and test it.

**Wolsley, Roland E.** *Interpreting the Church Through Press and Radio.* Philadelphia, Pa., Muhlenberg Press, 1961.

A thorough analysis, from a journalistic approach, of the interpretation of the church through press and radio.

— *Radio Listening.* 1946.

An aid for the radio listener to evaluate various types of programs with specific suggestions for developing discrimination.

— *Can Radio Listening Be Taught?* 1961.

A summary of reports by teachers concerning their experiences in guiding their young students to become discriminate listeners.

**Women in Radio.** Washington, U. S. Government Printing Office, 1947. (Women's Bureau—Bulletin 222, U. S. Department of Labor.)

Biographical sketches illustrate what some women have been able to achieve in radio.

**Wylie, Max.** *Clear Channels.* New York, Funk & Wagnalls Co., 1955.

An attempt to appraise television and its relation to American life, based on the writer's declared background of two decades as a radio-television writer, an advertising executive, and a college teacher.

## Program Techniques—Writing, Directing, Producing

**Abbot, Waldo.** Handbook of Broadcasting. New York, McGraw-Hill Book Co., Inc., 1941.

A second edition of the author's guidebook. Suitable for those in the radio profession and for students. Includes various phases of broadcasting.

— Handbook of Broadcasting, 3rd Ed., New York, McGraw-Hill Book Co., Inc., 1950.

A revision and expansion of one of the most widely accepted texts on radio, television, and facsimile, reflecting the instructive viewpoint of the teacher and the professional experience of the station manager.

**Adams, Charles.** Producing and Directing for Television. New York, Henry Holt & Co., 1953.

A guide to all phases of television, the station, its facilities and personnel, its equipment, as well as the techniques of producing and directing programs.

**Allan, Douglas.** How To Write for Television. New York, E. P. Dutton & Co., 1946.

Designed to show opportunities in television for the skilled writer. Considers different types of programs and how to build them effectively. Also contains sample scripts and glossary.

**Andersson, D. M.** See Dimond—Radio and Television Workshop Manual.

**Barnouw, Erik.** Handbook of Radio Writing. Boston, Little, Brown & Co., 1939.

Gives directions for radio writing. Contains excerpts from scripts as well as information about the business aspects of script writing.

— Handbook of Radio Writing. Boston, Little, Brown & Co., 1947.

Concise, authoritative information for both professional and student radio writers. A revision of first edition. New book includes material on sound effects, narration, and

music, as well as a section on mechanics of marketing manuscripts.

— Handbook of Radio Production. Boston, Little, Brown & Co., 1949.

A detailed description and analysis of each element of program production, with sample script to illustrate producer's direction.

**Battison, John H.** Movies for TV. New York, The Macmillan Co., 1950.

A comprehensive guide to the techniques and uses of motion picture films on television; equipment and its operation, program planning and production, color films and color TV, editing, splicing, and production of commercials.

**Bender, James F., comp.** NBC Handbook of Pronunciation. New York, Thomas Y. Crowell Co., 1943.

This book has evolved from the exacting needs of the National Broadcasting Company for a book which their announcers could use as a guide to correct standard pronunciation.

— NBC Handbook of Pronunciation. New York, Thomas Y. Crowell Co., 1951.

A second edition of above described dictionary with more than 15,285 entries.

**Bettinger, Heyland.** Television Techniques. New York, Harper & Bros., 1947.

A guide to good showmanship in television practice, covering every aspect of television production. Line drawings are used to illustrate the means and methods discussed.

**Bird, George L.** Article Writing and Marketing. New York, Rinehart & Co., Inc., 1948.

A text giving detailed analysis and instruction on problems of making an inventory of available material, discovering markets, etc.

**Borchers, Gladys L., and Wipe, Claude M.** Modern Speech. New York, Harcourt, Brace & Co., 1947.

A basic textbook in fundamentals of speech with a special chapter devoted to radio.



**Braun, Everett C.** *Let's Broadcast.* Minneapolis, Minn., The Northwestern Press, 1948.

A textbook on the use of radio broadcasting as an educational tool in the secondary schools.

**Bretz, Rudy.** *Techniques of Television Production.* New York, McGraw-Hill Book Co., Inc., 1953.

A thoroughly practical guide, including descriptions of equipment and materials for use in producing television programs as written by an experienced producer and teacher.

— and **Stasheff, Edward.** *Television Scripts.* New York A. A. Wyn, Inc., 1951.

Scripts for staging and study, covering virtually every type of television script currently presented. Designed specifically for the student director and producer.

— *The Television Program.* See **Stasheff.**

**Brooks, William F.** *Radio News Writing.* New York, McGraw-Hill Book Co., 1948.

A textbook on writing news for radio designed especially as a guide for beginners. Includes examples of special techniques needed to convert press dispatches to news on the air. Appendix includes news round-ups and samples of commentaries by well-known newsmen.

**Brown, Donald E., and Jones, John Paul.** *Radio and Television News.* New York, Rinehart and Co., Inc., 1954.

A classroom exercise textbook, containing 15 units, each with an introduction written by an expert in the field, and followed by practical exercise materials.

**Cameron, James R.** *Television for Beginners: Theater Television.* Coral Gables, Fla., Cameron Publishing Co., 1947.

A nontechnical study of television, including a short chapter on color television, and a glossary of terms.

**Campbell, Laurence R.; Heath, Harry E. Jr.; and Johnson, Ray V.** *A Guide to Radio-TV Writing.* Ames, Ia., Iowa State College Press, 1950.

A workbook-syllabus for teachers, students, and professional workers interested in news, specialized information, continuity writing, and surveys.

— and **Welsley, Roland E.** *Newsmen at Work.* Cambridge, Mass., The Riverside Press, 1949.

A textbook for those wishing to gather and write news for any medium of mass communication.

**Carlisle, John S.** *Production and Direction of Radio Programs.* New York, Prentice-Hall, Inc., 1939.

The book is comprehensive and authoritative. Parts of it are a little advanced for beginners.

**Charney, Mitchell V.** *News By Radio.* New York, The Macmillan Co., 1948.

A text in which are described the special practices, principles, and characteristics of radio news and an evaluation of them in the light of their effectiveness or their failure.

**Chase, Gilbert.** *Music in Radio Broadcasting.* New York, McGraw-Hill Book Co., 1946.

A collection of articles on the planning, production, and broadcasting of musical programs.

**Chester, Girard and Garrison, Garnet R.** *Radio and Television—An Introduction.* New York, Appleton-Century-Crofts, 1950.

A comprehensive textbook based on the practical experience of the authors in teaching college radio courses, research in radio, and professional broadcasting.

**Celedzin, Robert S.** See **Kaufman—Your Career in Television.**

**Columbia Broadcasting System.** *Radio Alphabet: A Glossary of Radio Terms.* New York, Hastings House, 1946.

A list of radio and television terms and a few pages of sign language.

**Cott, Ted.** *How To Audition for Radio.* New York, Greenberg Publishers, Inc., 1946.

A handbook for actors, as well as a workbook for students. Includes detailed explanations of audition procedure, language of radio, and actual scripts.

**Cowgill, Roma.** *Fundamentals of Writing for Radio.* New York, Rhinehart & Co., Inc., 1949.

An intensive text stressing the importance of a sound understanding of the broadcasting medium in learning to write for radio. Contains abundance of illustrative material for guidance in writing, program planning, production, and marketing.

— See **Kingston**—Broadcasting Television and Radio and Radio Drama Acting and Production.

— See **Kruevitch**—Radio Drama Production.

**Creamer, Joseph, and Hoffman, William B.** *Radio Sound Effects.* New York, Ziff-Davis Publishing Co., 1945.

General nature of sound effects, control room signals, and a glossary of radio terms.

**Crews, Albert.** *Radio Production Directing.* New York, Houghton Mifflin Co., 1944.

The first textbook in a series resulting from the Summer Radio Institutes launched cooperatively in 1941 by Northwestern University and the National Broadcasting Company. Written as a guide for professional training for careers in radio broadcasting.

— **Professional Radio Writing.** New York, Houghton Mifflin Co., 1946.

An analysis of radio writing for all types of markets and listeners. A glossary of terms and assignments for student practice are included.

**Dimond, S. A., and Anderson, D. M.** *Radio and Television Workshop Manual.* New York, Prentice-Hall, Inc., 1952.

A practical guide to creative radio and television production, with emphasis on the more simplified types of programming for the small station.

— See **Gould**—Training the Local Announcer.

**Duerr, Edwin.** *Radio and Television Acting.* New York, Rhinehart & Co., Inc., 1950.

A general critique on acting as a profession with procedures for the studio mechanics of acting before a microphone or performing before cameras.

**Ewbank, H. L., and Lawton, Sherman P.** *Broadcasting: Radio and Television.* New York, Harper & Bros., 1952.

A basic text well adapted for teaching about radio and television, from background and history through specifics for preparing and producing programs.

**Faulkner, Nancy.** *Reckoning With Radio.* New York Assoc. of Jr. Leagues of America, 1949.

A guide for the production and promotion of radio programs by local organizations. Intended primarily as guide for League members, but offers practical suggestions for others.

**French, Florence F., Levenson, William B., and Rockwell, Vera C.** *Radio English.* New York, McGraw-Hill Book Co., Inc., 1952.

A high-school and junior college text for radio English and radio workshop groups. Deals with various aspects of programming and includes a play for radio production. Part V deals with television programming.

**Funt, Allen.** *Eavesdropper at Large.* New York, Vanguard Press, 1952.

A behind-the-scenes account of the author's experiences in dealing with human nature while producing the "Candid Camera" television and "Candid Mike" radio series on the air.

**Garrison, Garnet R.** See **Chester**—Radio and Television—An Introduction.

**Gould, S. B., and Dimond, S. A.** *Training the Local Announcer.* New York, Longmans, Green & Co., Inc., 1950.

A practical text pointing up the every day problems of the local announcer and his place in the daily operation of a station. Exercise material covering wide range of announcer's duties also included.

**Green, Robert S.** *Television Writing.* New York, Harper and Brothers, 1952.

A detailed guide to the new techniques of writing for television based on extensive research as well as on the author's experience as a radio writer. Contains many script samples with analyses of each.

**Greet, W. Cabell.** *World Words: Recommended Pronunciations.* New York, Columbia University Press, 1944.

Gives pronunciations for about 10,000 names and words in various languages.



**Heath, Eric.** *Writing for Television.* Los Angeles, American Book Institute, 1950.

A textbook for the beginning television writer with equally useful aids for the advanced student.

— Revised Edition, 1953.

— Revised Edition, 1954. Published by Horizon Publications.

**Heath, Harry E., Jr.** *See Campbell—A Guide to Radio-TV Writing.*

**Henneke, Ben G.** *The Radio Announcer's Handbook.* New York, Rinehart & Co., Inc., 1948.

Designed to teach speech students the rudiments of radio announcing. Exercises are included along with drill material.

**Herendeen, Jane Ella.** *Speech Quality and Interpretation.* New York, Harper and Bros., 1946.

A study of the three essentials of speech education—theory, method, and material.

**Herman, Lewis.** *A Practical Manual of Screen Playwriting.* Cleveland, Ohio, The World Publishing Co., 1952.

A guide for the beginning writer of screen plays for the theater and television and a source-book of new ideas for the professional.

— and **Shallet, Marguerite.** *Manual of Foreign Dialects.* New York, Ziff-Davis Publishing Co., 1943.

This manual contains 30 of the principal foreign dialects of the various national groups, with characteristic studies, speech peculiarities, and examples of the dialects in easily rendered phonetic monologs.

— *Manual of American Dialects for Radio, Stage, Screen, and Television.* Chicago, Ziff-Davis Publishing Co., 1947.

An authentic source for the dialect enthusiast. Contains 30 foreign dialects with character studies, speech peculiarities, and examples of phonetic monologs.

**Hodapp, William.** *Television Manual.* The. New York, Farrar, Straus & Young, Inc., 1953.

A guide to TV production and programing for education, public affairs, and entertainment. Explains many of the elements of

program formats and sources. Has chapters on writing for television films and on educational television operation.

— *Television Actor's Manual.* The. New York, Appleton-Century-Crofts, 1955.

Extensive advice to the television actor, including job opportunities, tips on casting, acting techniques, agent selection, and effective publicity promotion.

**Hoffman, William B.** *See Creamer—Radio Sound Effects.*

**Hoffman, William G., and Rogers, Ralph L.** *Effective Radio Speaking.* New York, McGraw-Hill Book Co., 1944.

Under the headings psychology, strategy, organization, language, writing, and reading of a radio speech, practical pointers are given to help overcome mike fright and add color and interest in the delivery of an effective radio speech.

**Hotaling, Burton L.** *A Manual of Radio News Writing.* Milwaukee, Wis., The Milwaukee Journal, 1947.

Discusses various types of radio news from writing to editing.

**Hubbell, Richard W.** *Television Programming and Production.* New York, Murray Hill Books, Inc., 1945.

An introduction to the art of television, picking up where author left off in his previous book. Provides fundamentals for techniques in television program production.

— *Television Programming and Production, 2d Ed.* New York, Rinehart & Co., Inc., 1950.

A revision in which the basic theories advanced in the *First Edition* are confirmed and brought up to date.

**Hutchinson, Thomas H.** *Here Is Television—Your Window to the World.* New York, Hastings House, 1946.

A comprehensive account of television as it exists today, with a forecast of developments to be expected. Revised 1948. Completely revised 1950.

**Inman, Elinor.** *See Parker—Religious Radio: What To Do and How.*

*Is Your Hat In the Ring?* Washington, D. C., The National Association of Radio and Television Broadcasters, 1952.

A pamphlet written for the public speaker.



- Joels, Merrill H.** *Acting Is a Business.* New York, Hastings House, 1955.
- A semi-autobiographical guidebook on how to get into radio and television as an actor. Includes a list of sources and services in New York City.
- Johnson, Ray V.** *See Campbell—A Guide to Radio-TV Writing.*
- Jones, John Paul.** *See Brown—Radio and Television News.*
- Karr, Harrison M.** *Your Speaking Voice.* Rev. ed. Glendale, Calif., Griffin-Patterson Co., 1946.
- A textbook based on a system of voice culture, with practical advice and exercises from notable artists.
- Kaufman, William I., and Colodzin, Robert.** *Your Career in Television.* New York, Merlin Press, 1950.
- An objective appraisal of job possibilities in television along with practical suggestions on choosing a career as an actor, director, and other conceivable activity in the television field.
- Kaufman, William I., Ed.** *How To Write for Television.* New York, Hastings House, 1955.
- A collection of short, pungent articles by 10 successful writers and script editors, giving specific advice on what it takes to create saleable scripts.
- *Ed.* *How To Direct for Television.* New York, Hastings House, 1955.
- Down-to-earth information and advice on the director's problems as prepared by some of the best-known directors and producers.
- Keith, Alice.** *How To Speak and Write for Radio.* New York, Harper & Bros., 1944.
- A reference manual containing suggested "short-cut" methods of acquiring an effective radio voice. Also contains a number of model scripts.
- *The Microphone and You.* New York, Hastings House, 1955.
- A practical handbook on how to speak and write for television and radio.
- Kingson, Walter K., Cowgill, Rome, and Levy, Ralph.** *Broadcasting Television and Radio.* New York, Prentice-Hall, Inc., 1955.
- Gives how-to techniques of writing, directing, and acting, plus a behind-the-scenes survey of the radio-television industry.
- *Radio Drama Acting and Production.* New York, 1950.
- A new edition of the handbook described above, with an added text on the fundamentals of radio acting as well as exercise material.
- Krulevitch, Walter, and Cowgill, Rome.** *Radio Drama Production.* New York, Rinehart & Co., 1946.
- A handbook for the average classroom workshop giving background of production theory. Contains scripts with exercises for developing skill in elements of radio drama production.
- La Prade, Ernest.** *Broadcasting Music.* New York, Rinehart & Co., 1947.
- An explanation of the entire process of broadcasting music, from the planning of the program to its production in the studio.
- Lawton, Sherman P.** *See Ewbank—Broadcasting: Radio and Television.*
- Levenson, William B.** *See French—Radio English.*
- Levy, Ralph.** *See Kingson—Broadcasting Television and Radio.*
- McCandless, Stanley.** *Syllabus of Stage Lighting.* A. New Haven, Conn., Whitlock's, Inc., 1953.
- The eighth edition of a text by one of the leading authorities in the field, written primarily for the teacher.
- Mackey, David R.** *Drama on the Air.* New York, Prentice-Hall, Inc., 1951.
- A text which integrates the three main facets of radio dramatic presentation—script, production, and acting, with emphasis on acting. Includes 4 complete scripts and 25 complete scenes for exercise material.
- Messe, Baskett.** *Radio News Handbook.* Evanston, Ill., Medill School of Journalism, Northwestern University, 1947.
- A concise handbook intended as a guide in the preparation and production of news programs with added information on radio sign language, glossary of radio terms, and a sample script.



Mosse, Baskett and Whiting, Fred, eds. *Television News Handbook*. Evanston, Ill., Northwestern University Press, 1953.

A guide for the professional newsman as well as for the television journalism student. Contains excerpts from talks by leading television newsmen as presented at the first National Television News Seminar at Northwestern University.

Needleman, Morris H. *A Manual of Pronunciation*. New York, Barnes & Noble, Inc., 1949.

Lists about 5,800 "everyday words selected as commonly mispronounced." The unique feature is that three systems of notation are used—the simplified, the diacritical and the phonetic.

O'Meara, Carroll. *Television Program Production*. New York, The Ronald Press Co., 1955.

A comprehensive manual designed for those planning a career in television program writing or production.

Parker, Everett C.; Inman, Elinor; and Snyder, Ross. *Religious Radio: What To Do and How*. New York, Harper & Bros., 1948.

A guide to religious radio broadcasting in which every phase, including method, technique, and philosophy are treated.

Rennell, Ellen. *Women on TV*. Minneapolis, Minn., Burgess Publishing Co., 1954.

Designed to inform the student and her teacher about opportunities for women in television, as well as to provide detailed hints on planning programs for home audiences.

Poole, Lynn. *Today's Science and You*. New York, Whiteless House-McGraw Hill, 1952.

A popularized version of some of the most recent conquests of science. Includes highlights of science featured on the author's long series of television programs, the *Johns Hopkins Science Review*.

——— *Science Via Television*. Baltimore, Md., The Johns Hopkins Press, 1950.

A factual step-by-step outline of methods and procedures from the stage of the program idea until it goes on the air.

*Radio Amateur's Handbook*, The. West Hartford, Conn., American Radio Relay League, 1928 to present.

A comprehensive treatment of the amateur short-wave field and of workshop practice. Each volume contains illustrations, charts, and tables, as well as practical equations and formulas. Published annually.

Rockwell, Vera C. *See French—Radio English*.

Rogers, Ralph. *See Hoffman—Effective Radio Speaking*.

Royal, John F. *Television Production Problems*. New York, McGraw-Hill Book Co., 1948.

Compiled from a series of 11 lectures by NBC television personnel in a course given by Columbia University and NBC.

Shallet, Marguerite. *See Herman—Manual of Foreign Dialects*.

Snyder, Ross. *See Parker—Religious Radio: What To Do and How*.

Stasheff, Edward and Bretz, Rudy. *Television Program, The*. New York, A. A. Wyn, Inc., 1951.

A comprehensive and practical guide to writing, directing, and producing television programs. Well illustrated with photographs, diagrams, charts, and actual directors' scripts of outstanding programs.

——— *Television Scripts—See Bretz*.

Tobin, Richard L. *News Style Book*. New York, American Broadcasting Co., Inc., 1946.

A few do's and don't's on radio news writing and some specific word styles.

Tooley, Howard. *The Radio Handbook: Suggestions for the Radio Director and Technician*. Minneapolis, Minn., Northwest Press, 1948.

Intended as a guide for directors of radio amateur clubs. Contains valuable hints for the technician and an illustrated glossary and suggestions for building a sound effects library.

——— *Television Workshop, The*. Minneapolis, The Northwestern Press, 1953.

Written to acquaint the actor or actress contemplating a career in television with a few working tools of the profession. Book contains sample scripts and concludes with a glossary.

**Turnbull, Robert B.** Radio and Television Sound Effects. New York, Rinehart & Co., Inc., 1951.

A comprehensive analysis of the part that sound plays in the radio and television drama, how it is affected by writing and production and some of the problems of the sound technician.

**Wade, Robert J.** Designing for TV. New York, Pellegrini and Cudahy, 1952.

A practical book on art and design in television staging, written expressly for the graphic artist, craftsman, or production designer.

——— **Staging TV Programs and Commercials.** New York, Hastings, House, 1954.

A practical handbook on how to plan and execute television sets, props, and production facilities. Includes suggestions for relating stagecraft experience to the medium of television.

**Walker, E. Jerry.** Religious Broadcasting: A Manual of Techniques. Washington, D. C. National Association of Radio and Television Broadcasters, 1945.

A guide to those who prepare and present religious programs.

**Warren, Carl Nelson.** Radio News Writing and Editing. New York, Harper & Bros., 1947.

An elementary text with diagrammatic illustrations to cover the various phases of radio news work.

**Weaver, Luther.** The Technique of Radio Writing. New York, Prentice-Hall, Inc., 1948.

Textbook based on author's combined experiences in college teaching and in a large advertising agency. Scripts and excerpts of scripts are used as examples. Various types of programs are discussed in all phases, including music and sound effects and their place in a script.

**Weiss, Margaret R.** TV Writer's Guide, The. New York, Pellegrini and Cudahy, 1952.

A practical handbook showing basic writing techniques, together with suggestions for preparation of professional scripts and for their protection and marketing.

**White, Melvin R.** Beginning Radio Production. Minneapolis, Minn., The Northwestern Press, 1950.

A textbook for advanced high-school and beginning college students intended primarily to develop basic knowledge and skills essential to the radio worker.

——— **Microphone Technique for Radio Actors.** Minneapolis, Minn., The Northwestern Press, 1950.

A brief and elementary handbook for the beginning radio actor.

**White, Paul W.** News on the Air. New York, Harcourt, Brace & Co., 1947.

An analysis of news gathering and preparation for broadcasting by one of radio's best-known news writers.

**Whiting, Fred.** See **Moose**—Television News Handbook.

**Wiley, Max.** Radio Writing. New York, Rinehart & Co., Inc., 1941.

Written by the one-time director of scripts and continuity of CBS, this volume deals with various types of scripts, and includes writing exercises and several chapters and analyses of students' work which should be valuable for the embryo radio writer.

——— **Radio and Television Writing.** New York, Rinehart & Co., Inc., 1950.

A greatly expanded revision of Mr. Wiley's first edition written in terms of developments of the past decade, not only in audience preferences but also in techniques.

**Wise, Claude M.** See **Borchers**—Modern Speech.

**Wolseley, Roland E.** See **Campbell**—Newsmen at Work.



## Educational Uses—Audio-Visual, Radio, and Television

**Aarnes, Hale, and Christiansen, Kenneth, editors.** *Problems in College Radio.* Columbia, Mo., Stephens College, 1948.

Proceedings of "The 1946 Conference on College Radio," held at Stephens College. Contains speeches dealing with the radio curriculum, careers, etc.

**Broderick, Gertrude G.** *Directory of College Courses in Radio and Television.* Washington, D. C., U. S. Office of Education, 1954-55.

A mimeographed list of colleges reporting courses in radio and television, with special designation for those offering degrees in communications and the names of instructors in charge.

— **Educational Television—Local Program Survey, 1952-53.** Washington, D. C., National Association of Radio-Television Broadcasters.

A survey report on the extent to which schools and colleges were presenting television programs on local commercial and educational stations.

— **FM for Education.** *See Dunham.*

**Callahan, Jennie Waugh.** *Radio Workshop for Children.* New York, McGraw-Hill Book Co., 1948.

A workshop text designed to prepare students to enter educational radio either as teachers in school workshops, or as radio station personnel.

— **Television in School, College, and Community.** New York, McGraw-Hill Book Co., 1953.

A comprehensive survey of the field of educational television. Has an extensive bibliography and a dozen production scripts from various sources in the field.

**Chandler, Anna C., and Cypher, Irene F.** *Audio-Visual Techniques.* New York, Noble & Noble, 1948.

A volume for persons interested in the enrichment of teaching through the use of audio-

visual aids. Contains many "how-to-do" directions and suggestions for radio and television programing.

**Christiansen, Kenneth.** *See Aarnes—Problems in College Radio.*

**Cooper, Isabelle M.** *Bibliography on Educational Broadcasting.* Chicago, The University of Chicago Press, 1942.

A bibliography on the historical, technical, and educational fields of broadcasting.

**Cumming, William K.** *This Is Educational Television.* Ann Arbor, Mich., Edwards Brothers, Inc., 1954.

A compilation of reported experiences in selected centers throughout the United States, with interpretations and conclusions by the author.

**Cypher, Irene F.** *See Chandler—Audio-Visual Techniques.*

**Dale, Edgar.** *Audio-Visual Methods in Teaching.* New York, The Dryden Press, Inc., 1947.

A basic text on methods, with brief references to radio.

— **Second edition, 1954.**

Complete rewrite of first edition so as to present author's thorough rethinking of entire field of audio-visual instruction. Contains several new chapters including one on educational television.

**Dent, Ellsworth C.** *Audio-Visual Handbook, The.* Chicago, Society for Visual Education, 1949.

A concise handbook of information for those interested in using audio-visual teaching materials. Published first in 1934, above mentioned is the sixth edition.

**Dunham, Franklin, and Lowdermilk, Ronald R.** *Television in Our Schools.* Washington, U. S. Government Printing Office, 1953.

A brief analysis of television's role in education with illustrations of some of the cur-

rent uses of the medium, by schools at time of publication.

— Broderick, Gertrude G., and Lowdermilk, Ronald R. *FM for Education*. Washington, U. S. Government Printing Office, 1948. Second Edition.

Designed to inform educators and school board members of the potential educational facilities to be found in the specially reserved FM radio channels.

*English Language Arts, The*. Prepared by The Commission on the English Curriculum of the National Council of Teachers of English. New York, Appleton-Century-Crofts, Inc., 1952.

The first in a projected series of five volumes in which all levels of English instruction are to be re-examined. Vol. I is an overview of the curriculum in English Language Arts from the preschool through graduate school. Two chapters are devoted to mass communications.

Exton, William, Jr. *Audiovisual Aids to Instruction*. New York, McGraw-Hill Book Co., 1947.

Designed to show the audio-visual techniques developed in the Armed Forces' emergency training program during World War II and their application to civilian education in the post-war era.

Federal Radio Education Committee. Washington, D C., U. S. Office of Education.

— *Criteria for Children's Radio Programs*.

Designed as guide to script writers, parents, teachers, broadcasters, and others concerned with programs for children.

— *How to Judge a School Broadcast*.

A manual for teachers and broadcasters providing techniques by which they may quickly judge the educational effectiveness of programs intended for use in schools.

— *Radio in the Schools of Ohio*.

Report of an experiment in school-wide listening and its effect upon teachers and students.

— *School-wide Use of Radio*.

A detailed evaluation of one year's school-wide use of an American School of the Air series.

— *Suggested Standards for College Courses in Radio-broadcasting, 1945*.

Designed to guide colleges in establishing radio courses.

French, Florence F., Levenson, William B., and Rockwell, Vera C. *Radio English*. See page 17.

Frost, Eda. See Watkins—*Your Speech and Mine*.

Hartley, William H. *A Guide to Audio-Visual Materials for Elementary School Social Studies*, Brooklyn, N. Y., Rambler Press, 1950.

A compilation of selected teaching materials which are within the realm of and important to elementary school social studies classes.

Kinder, James S. *Audio-Visual Materials and Techniques*. New York, American Book Co, 1950.

A comprehensive treatise on the value of the new instructional materials with varied suggestions for making learning more meaningful through the use of every type of visual and auditory material.

— and McClusky, F. Dean. *Audio-Visual Reader, The*. Dubuque, Iowa, William C. Brown Co., 1954.

A representative collection of 200 articles written by eminent specialists in the broad field of audio-visual instruction, including radio and television.

Leestma, Robert. *Audio-Visual Materials for Teaching Reading*. Ann Arbor, Mich., Slater's Book Store, Inc., 1954.

A comprehensive listing of films, filmstrips, slides, flat pictures, recordings, and special commercially available devices suitable for use in the teaching of reading.

Lee, Robert H. See Skornia—*Creative Broadcasting*.

Leonard, J. Paul. See Noel—*Foundations for Teacher Education in Audio-Visual Instruction*.

Levenson, William B. *Teaching Through Radio*. New York, Rinehart & Co., Inc., 1945.

Has a twofold purpose: The improvement of school broadcasting and the encouragement of more effective use of educational radio programs. Written by the former director of Cleveland's school-owned Radio Station WBOB, the book presents the techniques and



basic information needed by teachers and school administrators in a variety of situations. Contains illustrative material—scripts, aids to utilization, and program schedules.

— French, Florence F., and Rockwell, Vera C. *Radio English*. See page 17.

— and Stasheff, Edward. *Teaching Through Radio and Television*. New York, Rinehart & Co., 1952.

A revision of Levenson's *Teaching Through Radio* with new material dealing with television as a teaching tool.

Lowdermilk, R. R. *School Uses of Sound Recording*. Washington, D. C., U. S. Office of Education, 1951.

Practical suggestions for a variety of uses of recordings as means of preserving potentially useful instructional content. Mimeo.

— *Television in Our Schools*. See Dunham.

— *FM for Education*. See Dunham.

MacLatchy, Josephine, ed. *Education on the Air*. Columbus, Ohio State University, 1950 to 1948. (See Olson for subsequent issues.)

Yearbook containing proceedings of the Institute for Education by Radio. Some of the topics discussed are: Organization and administration of education by radio, the radio in educational institutions, schools of the air, college radio stations and their activities, technical aspects of radio, educational techniques in broadcasting, and research in radio education.

McClusky, F. Dean. *Audio-Visual Teaching Techniques*. Dubuque, Iowa, William C. Brown Co., 1949.

For the student of education, outlining principles which underlie the use of audio-visual materials in teaching. Contains selected list of films, slides, recordings, etc. Published originally in 1940.

— *The Audio-Visual Bibliography*. Dubuque, Iowa, William C. Brown Co., 1950.

A comprehensive bibliography giving in eight major sections short annotations on the literature on audio-visual instruction.

— See Kinder—Audio-Visual Reader, The.

McKown, Harry G., and Roberts, Alvin B. *Audio-Visual Aids to Instruction*, 2nd Ed. New York, 1949.

An encyclopedic text and practical handbook showing teacher and administrator how to select, organize, and utilize all types of audio-visual aids, in all subjects and at all levels through high school.

New York Academy of Medicine. *Radio in Health Education*. New York, Columbia University Press, 1945.

A critical study by the Academy of Medicine of the use of radio in health education. Presents a series of talks by medical men and professional radio people at an Academy conference on radio in health education.

Noel, Elizabeth Gandy, and Leonard, J. Paul. *Foundations for Teacher Education in Audio-Visual Instruction*. Washington, D. C., American Council on Education, 1948.

A guide for college administrators and instructors in planning and administering audio-visual education programs. Deals indirectly with radio.

O'Brien, Mae. *Children's Reactions to Radio Adaptations of Juvenile Books*. New York, Columbia University Press, 1950.

Report of a study to determine the reactions of children to radio programs designed for their listening, to make their reactions more directly available to producers, and to suggest ways of making programs more widely useful to schools.

Olson, O. Joe, ed. *Education on the Air*. Columbus, Ohio State University, 1949 to 1952. (See MacLatchy for previous issues.)

Yearbook of proceedings of annual Institute for Education by Radio-Television.

Roberts, Alvin B. See McKown—Audio-Visual Aids to Instruction.

Rockwell, Vera C.; French, Florence F.; and Levenson, William B. *Radio English*. See page 17.

Schuller, Charles F., ed. *School Administrator and His Audio-Visual Program*. The Washington, D. C., Department of Audio-Visual Instruction, National Education Association, 1954.

A coordinated source of information for school administrators on characteristics and requirements of an effective audio-visual program. Yearbook of Department of Audio-Visual Instruction, NEA.

— See Wittich—Audio-Visual Materials—Their Nature and Use.

Siepmann, Charles A. *Radio and Education*. New York, William Sallock, 344 E. 17th St.

One of 50 factual studies in philosophy and social science.

Skornia, H. J.; Lee, Robert H.; and Brewer, Fred A. *Creative Broadcasting*. New York, Prentice-Hall, Inc., 1950.

A practical text for beginners in radio training. Each chapter concludes with pertinent questions and answers. Part II contains 12 scripts cleared for broadcast. Appendix includes bibliography of books and glossary of radio terms.

Stasheff, Edward. See Levenson—Teaching Through Radio and Television.

Sterner, Alice P. *A Course of Study in Radio Appreciation*. New York. Educational and Recreational Guides, 1941.

A course outline for high-school teachers of English. Contains 22 curriculum units in radio appreciation.

— A Course of Study in Radio and Television Appreciation. New York, Educational and Recreational Guides, Inc., 1950.

A revised course outline for high-school teachers of English. Contains 29 curriculum units in radio and television appreciation.

Tyler, L. Keith. See Woelfel—Radio and the School.

Watkins, Rhoda, and Frost, Eda. *Your Speech and Mine*. Chicago, Lyons and Carnahan, 1945.

A feature of this book is the attention given to radio-listening skills. Teachers will find the sections devoted to sound films and public address systems equally useful, particularly the list of sources.

— and Frost, Eda. *Your Speech and Mine*, Revised. Chicago, Lyons and Carnahan, 1956.

Revised to include greater emphasis on uses of radio, television, recordings, and sound films.

Willey, Roy D., and Young, Helen A. *Radio in Elementary Education*. Boston, D. C. Heath & Co., 1948.

A book based on years of authors' teaching of radio's possibilities and its limitations, both in specific areas of instruction and in general experiences of enrichment.

Wittich, Walter A., and Schuller, Charles F. *Audio-Visual Materials—Their Nature and Use*. New York, Harper & Brothers, 1953.

A book based on years of authors' teaching experiences, it is designed to suggest ways of more effectively meeting classroom learning problems through audio-visual instructional methods. Radio and television well covered.

Woelfel, Norman, and Tyler, L. Keith. *Radio and the School*. Yonkers, N. Y., World Book Co., 1945.

Represents the combined intelligence and judgment of the staff members of the Evaluation of School Broadcasts research project at Ohio State University on the problems of radio and the school curriculum. Not merely a textbook for teachers and administrators, but rather a general volume on the education aspects of American radio. Points out the advantages and disadvantages of current programs.

Young, Helen A. See Willey—Radio in Elementary Education.



## Scripts and Plays

**Armer, Alan, and Grauman, Walter E.** Vest Pocket Theatre. New York, Samuel French, 1955.

Contains 20 playlets from the NBC-TV program "Lights, Camera, Action"; 10 melodramas, 5 comedies, 3 dramas, and 2 farces.

**Axelrod, Donald.** See *Lass*—Plays from Radio.

**Barnouw, Erik, ed.** Radio Drama in Action. New York, Rinehart & Co., Inc., 1945.

A collection of 25 radio plays dealing with problems of a changing world. Leading dramatists in the field of public service are contributors, and editor Barnouw has written an introduction to each play along with production directions.

**Bauer, W. W., and Edgley, Leslie.** Your Health. New York, E. P. Dutton & Co., 1939.

Contains selections of prize-winning scripts from a series on health education for junior and senior high schools designed to correlate the health program with other curricular subjects.

**Benet, Stephen Vincent.** They Burned the Books. New York, Rinehart & Co., Inc., 1942.

Script of the program which NBC presented in 1942.

— **We Stand United and Other Radio Scripts.** New York, Rinehart & Co., Inc., 1945.

This book of radio plays is the final volume of published works of the late Stephen Vincent Benet. These plays serve as models of writing for radio broadcasts.

**Boyd, James, ed.** The Free Company Presents. New York, Dodd, Mead & Co., 1941.

A volume of 10 complete radio plays written by a group of America's outstanding writers. Valuable production notes are included.

**Bretz, Rudy, and Stasheff, Edward.** Television Scripts for Staging and Study. New York, A. A. Wyn, Inc., 1953.

Original director's scripts of outstanding telecasts; notes on staging, production, and

program format; and a complete guide to creative camera techniques. Book includes eight royalty-free scripts for workshop use.

**Brewer, Fred A.** See *Skornia*—Creative Broadcasting.

**Byrne, John Joseph.** Great Composers: Six Radio Dramatizations. New York, Benton & Bowles, Inc., 1942.

Radio scripts presented on The Family Hour and selected for school use by George H. Garton, Director of Music, Board of Education, New York City. Short biographical notes of the composers are included.

**Carmer, Carl.** See *Van Doren*—American Scriptures.

**Chayefsky, Paddy.** Television Plays. New York, Simon & Schuster, Inc., 1955.

Contains the complete scripts of six of the author's plays—"The Bachelor Party," "Printer's Measure," "Holiday Song," "The Big Deal," "The Mother," and "Marty."

**Connery, Robert H., ed.** The Land of the Free. Washington, D. C., Catholic University Press, 1941.

Six 30-minute radio scripts by Richard McDonagh with "study club notes," questions, and selected bibliography. Also chapter on how to adapt the scripts for school use.

**Corwin, Norman.** Thirteen by Corwin. New York, Henry Holt & Co., 1942.

Just what the name implies—a collection of 13 radio plays.

— **More by Corwin.** New York, Henry Holt & Co., 1944.

Among the 16 radio dramas included in this volume are the justly famous *We Hold These Truths*, excerpts from the "This Is War" series, and others.

— **On a Note of Triumph.** New York, Simon & Shuster, 1945.

Edited script of the famed CBS broadcast immediately after VE-day.

— **They Fly Through the Air.** Weston, Vt., Vrent-Orton, 1939.

A poetic radio drama based on the air raids on civilians during the Civil War in Spain, 1936-39.

Corwin, Norman. *This Is War*. New York, Dodd, Mead & Co., 1942.

A collection of 13 radio plays about America on the march, as produced over the four major networks in 1942.

— *Untitled and Other Radio Dramas*. New York, Henry Holt & Co., 1947.

Another compilation of 17 radio dramas by Corwin.

Cowgill, Rome. *See Krulevitch—Radio Drama Production*.

— *See Krulevitch—Radio Drama, Acting and Production*.

Cuthbert, Margaret. *Adventure in Radio*. New York, Howell, Soskin, 1945.

A book of selected scripts for young people, written by many of radio's best writers and intended for study and home practice.

Dunlap, Orrin E., Jr. *Radio's 100 Men of Science*. New York, Harper & Bros., 1944.

Biographical narrative of pathfinders in electronics and television.

Eaton, Walter Prichard. *See Welch—Yale Radio Plays: The Listeners' Theatre*.

Edgley, Lealie. *See Bauer—Your Health*.

Educators Guide to Free Tapes, Scripts and Transcriptions. Randolph, Wis., Educators Progress Service, 1955.

A list of 492 free audio aids and scripts, with helpful suggestions on the purpose, nature, and uses of them in teaching situations.

— Second edition, 1956.

Similar listings with substantial additions in each area.

Erikson, R. B., and Ziebarth, E. W. *Six Classic Plays for Radio and How to Produce Them*. Minneapolis, Minn., Burgess Publishing Co., 1940.

Contains adaptations for radio of six classic plays as follows: Elizabethan Drama, *Macbeth* and *Othello*; Social Problem Play, *Oswello*; Realism and Naturalism, *A Doll's House*, and *The Cherry Orchard*; Comedy, *Lady Windermere's Fan*. It also contains 36 pages of practical directions for production, with hints about the use of sound, glossary of studio terms, and illustrations of microphones.

Fitelson, H. William, ed. *Theatre Guild on the Air*. New York, Rinehart & Co., Inc., 1947.

Twelve radio adaptations of famous stage plays. Introductions by radio writers describing problems of adaptation.

Garrigus, Frederick, and Johnson, Theodore, ed. *You're On the Air*. Boston Baker's Plays, 1946.

A collection of eight plays adapted for radio with individual production notes.

Gassner, John. *A Treasury of the Theatre*. New York, The Dryden Press, Inc., 1951.

An anthology of plays from Ibsen to Arthur Miller, with modern translations written in the idiom of our time.

Gaver, Jack, and Stanley, Dave, eds. *There's Laughter in the Air*. New York, Greenberg Publishers, Inc., 1945.

Twenty-one edited scripts of radio's top comedians and their best shows.

Gleason, Marion N. *See Thorne—The Pled Piper Broadcasts*.

Goodman, Robert, comp. and ed. *Masterpieces for Radio and Declamation*. Portchester, N. Y., Liberty Publishing Co., 1948.

Includes national anthems of different countries, poems, stories, speeches, and letters for dramatic adaptation to radio.

Grannan, Mary. *Just Mary Stories*. Toronto, Ont., W. J. Gage & Co., Ltd., 1942.

A series of 18 original stories written especially for broadcasting to small children.

— *Just Mary and Just Mary Again*. Toronto, Ont., W. J. Gage & Co., Ltd., 1942.

Combines original volume of *Just Mary Stories* and 16 additional stories for children, aged 5 to 7. All stories have been broadcast by the author over the Canadian Broadcasting Company.

— *Maggie Muggins Stories*. Philadelphia, The John C. Winston Co., 1947.

A collection of the Canadian radio stories as broadcast by the author to her very young listeners.

Grauman, Walter E. *See Armer—Vest Pocket Theater*.



**Hackett, Walter.** *Radio Plays for Young People.* Boston, Mass., Plays, Inc., 1950.

A collection of radio script adaptations of stories from the usual junior and senior high school reading lists of great literature.

**Henry, Robert D., and Lynch, James M., Jr.** *History Makers.* Evanston, Ill., Row, Peterson & Co., 1941.

A series of eight radio plays on the American story suitable for classroom use.

**Huber, Louis J.** *Short Radio Plays.* Minneapolis, Minn., The Northwestern Press, 1938.

A collection of nine short plays for radio. Amateurs may use the plays without payment of royalty for purposes of entertainment. For commercial purposes of royalty fee of \$5 is charged.

**Irvin, Lee.** *The School Radio Club.* Minneapolis, Northwestern Press, 1941.

Eleven scripts intended for use by high-school students. Also contains directions for forming high-school radio clubs or guilds.

**Johnson, Theodore.** *See* Garrigue—*You're on the Air.*

**Junior League, American Association of.** *Waldorf Astoria, New York, N. Y.* Scripts for children on royalty basis.

**Kaufman, William I., ed.** *The Best Television Plays, 1950-51, Vol. II.* New York, Merlin Press, Inc., 1952.

An anthology of authors' choices of most literate and interesting dramatic television scripts.

**Kozlenko, William, comp.** *American Scenes.* New York, The John Day Co.

A selection of 12 short plays suitable for performance by groups of high-school level as edited by Mr. Kozlenko. Four of the 12 are suitable for radio production.

— *comp.* *100 Nonroyalty Radio Plays.* New York, Greenberg Publishers, Inc., 1941.

Contains 100 plays written by many of our best-known radio writers. Some of the scripts are suitable for study, production, and reading.

**Kruelevitch, Walter, and Cowgill, Rome.** *Radio Drama Production.* New York, Rinehart & Co., Inc., 1946.

A handbook intended for the classroom workshop. Contains simple scripts with exer-

cises designed to develop facility in elements of radio drama production. Text offers suggestions for procedure and background of production theory.

— **Kingson, Walter Kruelevitch, and Cowgill, Rome.** *Radio Drama Acting and Production.* New York, 1950.

A new edition of the handbook described above, with an added text on the fundamentals of radio acting as well as exercise material.

**Lass, A. H.; McGill, Earle L.; and Axelrod, Donald, eds.** *Plays From Radio.* Boston, Houghton Mifflin, 1949.

Fourteen half-hour radio plays, with suggestions for class discussion, casting, and production; also a general discussion on radio play production and a glossary of radio terms.

**Latham, Jean Lee.** *Nine Radio Plays.* Chicago, Dramatic Publishing Co., 1940.

Appropriate for Washington's and Lincoln's birthdays, Halloween, Thanksgiving, Christmas, Columbus Day, St. Valentine's Day, St. Patrick's Day, and Mother's Day.

**Lee, Robert H.** *See* Skornia—*Creative Broadcasting.*

**Lomax, Alan.** *See* Lomax—*Folk Song, U. S. A.*

**Lomax, John Avery, and Lomax, Alan.** *Folk Song, U. S. A.* New York, Duell, Sloan & Pearce, 1947.

A collection of the 111 best American ballads, as edited by Alan Lomax with Charles and Ruth Crawford Seeger as music editors.

**Longstreet, Stephen.** *See* Oboler—*Free World Theatre.*

**Lynch, James M., Jr.** *See* Henry—*History Makers.*

**MacLeish, Archibald.** *The American Story.* New York, Duell, Sloan & Pearce, Inc., 1944.

Contains 10 of the scripts which were introduced in 1943 to the radio listeners of NBC's *University of the Air*. Purpose of the broadcasts was to bring together from the old chronicles, the narratives, the letters, and from the pages written by those who saw with their own eyes part of the American record.

**Malone, Dumas, ed.** *Jeffersonian Heritage, The.* Boston, Beacon Press, 1953.

A collection of the 13 half-hour radio scripts recorded under the same title by the National Association of Education Broadcasters.

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- American Council for Better Broadcasts, 423 N. Pinckney Street, Madison, Wis.
- American Council on Education, Educational Television Committee, 1785 Massachusetts Avenue NW., Washington 6, D. C.
- American Library Association, 50 East Huron Street, Chicago, Ill. Executive Secretary: David H. Clift.
- American Medical Association, 535 North Dearborn Street, Chicago, Ill.
- American Record Collector's Exchange, 825 Seventh Avenue, New York 19, N. Y.
- American Women in Radio and Television, 70 East 45th Street, New York 17, N. Y.
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- Division of Audio-Visual Instruction, National Education Association, 1201 16th Street NW., Washington 6, D. C.
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## Index

### A

Acting Is a Business, 19  
 Adolescent Personality and Radio: Some  
 Exploratory Studies, 10  
 Adventure in Radio, 27  
 Advertising Agency Practice, 4  
 Advertising and Business Side of Radio,  
 The, 8  
 Advertising Media, 1  
 All About Broadcasting, 9  
 All About Radio and Television, 4  
 All Children Listen, 4  
 American Council for Better Broadcasts  
 Newsletter, 12  
 American Radio, The 13  
 American Scenes, 28  
 American Scriptures, 30  
 American Story, The, 28  
 Analysis of the Radio Broadcasting  
 Activities of the Federal Agencies, 4  
 Antennas, 33  
 Article Writing and Marketing, 15  
 Association of Junior Leagues of America,  
 28  
 Audio-visual Aids to Instruction, 23, 24  
 Audio-visual Bibliography, The, 24  
 Audio-visual Handbook, The, 22  
 Audio-visual Materials and Techniques, 23  
 Audio-visual Materials for Teaching Read-  
 ing, 23  
 Audio-visual Materials—Their Nature and  
 Use, 25  
 Audio-visual Methods in Teaching, 22  
 Audio-visual Reader, The, 23  
 Audio-visual Teaching Techniques, 24  
 Audio-visual Techniques, 22  
 Auditioning for TV, 1

### B

Basic Standards for School Sound Sys-  
 tems, 31  
 Basic Television: Principles and Serv-  
 icing, 32  
 BBC Handbook, 1  
 BBC Yearbooks, 1928 to Date, 1

Beginning Radio Production, 21  
 Beginning Television Production, 13  
 Best Broadcasts of 1938-39, 30  
 Best Broadcasts of 1939-40, 30  
 Best Broadcasts of 1940-41, 30  
 Best Television Plays, The, 28  
 Bibliography on Educational Broad-  
 casting, 22  
 British Broadcasting, 2  
 Broadcast Operators' Handbook, 32  
 Broadcasting and Broadcast Advertising  
 Yearbook, 1  
 Broadcasting and the Bill of Rights, 9  
 Broadcasting Music, 19  
 Broadcasting Projects: Radio and Tele-  
 vision, A Manual for the Student, 3  
 Broadcasting: Radio and Television, 3, 17  
 Broadcasting-Telecasting Yearbook, 2  
 Broadcasting Television and Radio, 19

### C

Can Radio Listening Be Taught?, 14  
 Canada's Farm Radio Forum, 9  
 Children's Reactions to Radio Adapta-  
 tions of Juvenile Books, 24  
 Classroom Radio Receivers, 31  
 Clear Channels, 14  
 Closed Circuit Data Book, 34  
 Communication of Ideas, The, 2  
 Communications and Economic Develop-  
 ment, 5  
 Communications in Modern Society, 10  
 Communications Research, 1948-49, 6  
 Controlling Broadcasting in Wartime, 4  
 Copyrights and Trademarks, 5  
 Course of Study in Radio and Television  
 Appreciation, A, 25  
 Course of Study in Radio Appreciation,  
 A, 25  
 Creative Broadcasting, 25, 29  
 Criteria for Children's Radio Programs,  
 10, 23

### D

Dangerous Words, 14  
 Designing for TV, 21  
 Development of the Control of Advertis-  
 ing on the Air, The, 4

Dictionary of Radio Terms, A, 32  
 Directory of College Courses in Radio and Television, 22  
 Drama on the Air, 19  
 Dunlap's Radio and Television Almanac, 3

## E

Eavesdropper at Large, 17  
 Education by Radio-School Broadcasting, 2  
 Education on the Air, 1930-1948, 7, 24  
 Education on the Air, 1949-1952, 9, 24  
 Educational Television—Local Program Survey, 1952-53, 22  
 Educators' Guide to Free Tapes, Scripts, and Transcriptions, 27  
 Effective Advertising, 4  
 Effective Radio Speaking, 18  
 Effects of Mass Media, The, 6  
 Electrical Fundamentals of Communication, 31  
 Electronic Equipment and Accessories, 35  
 Electronics for Everyone, 35  
 Elements of Mathematics for Radio, Television, and Electronics, 32  
 Elements of Radio, 33  
 Elements of Sound Recording, 32  
 Elements of Television Systems, 31  
 Employment and Earnings of Radio Artists, 2  
 Employment Outlook in Radio and Television Broadcasting, 2  
 Engineering Electronics, 32  
 English Language Arts, 23  
 Eternal Light, The, 30  
 Experiments in Electronics and Communications Engineering, 34  
 Experiments on Mass Communication, 5

## F

Facsimile, 5  
 Factsheet, 5  
 Federal Communications Commission, 3  
 First Freedom, The, 3  
 First Quarter-Century of American Broadcasting, The, 11  
 FM for Education, 23  
 Folk Song, U. S. A., 26  
 Foundations for Teacher Education, in Audiovisual Instruction, 24  
 Foundations in Broadcasting, 14, 30  
 Fourteen Radio Plays, 29  
 Free Company Present, The, 26  
 Free World Theatre, 29

Frequency Analysis Modulation and Noise, 32  
 Frequency Modulation, 34  
 Fundamentals of Color Television, 31  
 Fundamentals of Writing for Radio, 17  
 Future of Television, The, 3

## G

Getting a Job in Television, 12  
 Graphical Constructions for Vacuum Tube Circuits, 34  
 Great Audience, The, 11  
 Great Composers: Six Radio Dramatizations, 26  
 Groups Tune In, The, 4  
 Guide to Audiovisual Materials for Elementary School Social Studies, A, 23  
 Guide to Radio-TV Writing, A, 16

## H

Handbook of Broadcasting, 15  
 Handbook of Radio Production, 15  
 Handbook of Radio Writing, 15  
 Handbook of TV and Film Technique, 2  
 Here Is Television—Your Window to the World, 5, 18  
 High Fidelity, 35  
 History Makers, 28  
 How To Audition for Radio, 16  
 How To Build a Radio Audience, 10  
 How To Direct for Television, 19  
 How To Judge a School Broadcast, 23  
 How To Make Good Recordings, 33  
 How To Pass Radio License Examinations, 32  
 How To Speak and Write for Radio, 19  
 How To Write for Television (Douglas), 15  
 How To Write for Television (Kaufman), 19

## I

I Looked and I Listened, 4  
 In One Ear, 11  
 Interpreting the Church Through Press and Radio, 14  
 In the Name of Sanity, 29  
 Introduction to Electronics, An, 33  
 Introduction to Practical Radio, 35  
 Introduction to Radio and Television, An, 9  
 Introduction to UHF Circuits and Components, 33  
 Is Your Hat in the Ring? 18  
 It Takes More Than Talent, 7



Jeffersonian Heritage, The, 28  
 Just Mary and Just Mary Again, 27  
 Just Mary Stories, 27

## L

Land of the Free, The, 26  
 Law of Free Enterprise, The, 7  
 Legislation for Press, Film, and Radio, 12  
 Let's Broadcast, 16, 30  
 Let's Learn To Listen, 14  
 Listening, 14  
 Low-Cost Radio Reception, 8

## M

Maggie Muggins Stories, 27  
 Magnetic Recording, 31  
 Mandi's Television Servicing, 33  
 Manual of American Dialects for Radio,  
 Stage, Screen, and Television, 18  
 Manual of Foreign Dialects, 18  
 Manual of Operational Standards, 7  
 Manual of Pronunciation, A, 20  
 Manual of Radio News Writing, A, 18  
 Mass Communications, 11  
 Mass Media and Education, 7  
 Masterpieces for Radio and Declamation,  
 27  
 Microphone and You, The, 19  
 Microphone Technique for Radio Actors,  
 21  
 Mr. Wizard's Science Secrets, 4  
 Modern Law of Advertising and Market-  
 ing, The, 8  
 Modern Radio Advertising, 14  
 Modern Speech, 15  
 More by Corwin, 26  
 Motivation Research in Advertising and  
 Marketing, 12  
 Movies for TV, 15  
 Music for All, 12  
 Music in Radio Broadcasting, 16

## N

NARTB Standards of Practice, 9  
 National Association of Educational  
 Broadcasters Publications, 8  
 National Education Association, 29  
 Nature of Things, The, 7  
 NBC Handbook of Pronunciation, 15  
 New Directions for Television, 31  
 New Radio Plays, 29  
 News by Radio, 16  
 News on the Air, 21

Newsmen at Work, 16  
 News Style Book, 20  
 Nine Radio Plays, 28  
 1946 American Television Directory,  
 The, 1  
 Notebook, 34

## O

Oboler Omnibus: Radio Plays and Per-  
 sonalities, 29  
 Official Yearbook of the Television In-  
 dustry, 12  
 On a Note of Triumph, 26  
 Once Upon a Time, 30  
 100 Nonroyalty Radio Plays, 28  
 Opportunities in Radio, 10  
 Opportunities in Television, 10  
 Out of the Blue, 2

## P

Parker's Television Plays, 29  
 People Look at Radio, The, 6  
 Phrase Finder, The, 10  
 Picture Book of Radio and Television and  
 How They Work, 8  
 Pied Piper Broadcasts, The, 29  
 Plays for Americana, 29  
 Plays from Radio, 28  
 Practical Advertising, 1  
 Practical Advertising—Television Sup-  
 plement and Workbook, 1  
 Practical Manual of Screen Playwriting,  
 A, 18  
 Practical Television Engineering, 33  
 Practical Television Servicing, 33  
 Press, Film, Radio—Reports on the Fa-  
 cilities of Mass Communications, 10  
 Principles and Practices of Telecasting  
 Operations, 32  
 Principles of Radio, 33  
 Principles of Radio for Operators, 31  
 Principles of Television Servicing, 34  
 Printing and Promotion Handbook, 7  
 Printing and Promotion Handbook, Re-  
 vised Edition, 8  
 Problems in College Radio, 22  
 Producing and Directing for Television,  
 15  
 Production and Direction of Radio Pro-  
 grams, 16  
 Process and Effects of Mass Communica-  
 tion, The, 11  
 Professional Radio Writing, 17  
 Psychology of Radio, The, 1  
 Public Relations Handbook, 7

## R

- Radar, 3  
 Radio Advertising for Retailers, 10  
 Radio Alphabet: A Glossary of Radio Terms, 16  
 Radio Amateur's Handbook, The, 20, 34  
 Radio Amateur's License Manual, 34  
 Radio Amateurs' Mobile Handbook, 9  
 Radio and Assembly Plays, 30  
 Radio and Education, 25  
 Radio and Poetry, 6  
 Radio and Television—An Introduction, 16  
 Radio and Television Acting, 17  
 Radio and Television Communication, 7  
 Radio and Television Law, 13  
 Radio and Television Mathematics, 32  
 Radio and Television News, 16  
 Radio and Television Receiver Circuitry and Operation, 32  
 Radio and Television Sound Effects, 21  
 Radio and Television Workshop Manual, 17  
 Radio and Television Writing, 21  
 Radio and the Law, 8  
 Radio and the Printed Page, 6  
 Radio and the School, 25  
 Radio Announcer's Handbook, The, 18  
 Radio Annual, 10  
 Radio Audience Measurement, 2  
 Radio-broadcasting and Higher Education, 4  
 Radio Broadcasting and Television, 29  
 Radio Broadcasting for Retailers, 3  
 Radio City, 12  
 Radio Drama Acting and Production, 19, 28  
 Radio Drama in Action, 26  
 Radio Drama Production, 19, 28  
 Radio English, 17  
 Radio from Start to Finish, 10  
 Radio: Fundamental Principles and Practices, 31  
 Radio Guild Plays, 30  
 Radio Handbook, The, 20  
 Radio—Heute Und Morgen, 5  
 Radio—How, When, and Why To Use It, 13  
 Radio in Elementary Education, 25  
 Radio in Fundamental Education in Undeveloped Areas, 14  
 Radio in Health and Education, 24  
 Radio in the Schools of Ohio, 23  
 Radio Law: Practice and Procedure, 3  
 Radio Listener's Bill of Rights, The, 11  
 Radio Listening (Spence), 12  
 Radio Listening (Wolstley), 14  
 Radio Listening in America, 6  
 Radio News Handbook, 19  
 Radio News Writing, 16  
 Radio News Writing and Editing, 21  
 Radio Operating, Questions and Answers, 5  
 Radio Over U. S. A.: The Social, Artistic, and Educational Significance of Radio, 14  
 Radio Players' Scriptbook, 29  
 Radio Plays for Children, 30  
 Radio Plays for Young People, 28  
 Radio Production Directing, 17  
 Radio Regulation, 3  
 Radio Research, 1941, 6  
 Radio Research, 1942-43, 6  
 Radio Scripts for Practice and Broadcast, 30  
 Radio Sound Effects, 17  
 Radio Station, The: Management, Functions, Future, 11  
 Radio Station Management, 10  
 Radio, Television, and Electronics Handbook, 31  
 Radio, Television, and Society, 11  
 Radio, the Fifth Estate, 13  
 Radio Today, 5  
 Radio-TV Scripts, 29  
 Radio Workshop for Children, 22  
 Radio Workshop Plays, 29  
 Radio Writing, 21  
 Radio's Conquest of Space, 33  
 Radio's Listening Groups, 5  
 Radio's 100 Men of Science, 27  
 Radio's Second Chance, 11  
 Reckoning with Radio, 17  
 Religious Broadcasting: A Manual of Techniques, 21  
 Religious Radio: What To Do and How, 20  
 School Administrator and His Audio-visual Program, The, 24  
 School Radio Club, The, 28  
 School Sound Recording and Playback Equipment, 31  
 School Uses of Sound Recording, 24  
 Schoolwide Use of Radio, 23  
 Science Via Television, 20  
 Scientists Speak, The, 30



- Selling and Promoting Radio and Television, 8  
 Servicing the Modern Car Radio, 33  
 Short Radio Plays, 26  
 Six Classic Plays for Radio and How to Produce Them, 27  
 Small Station Management and the Control of Radio Broadcasting, 13  
 Speech Quality and Interpretation, 18  
 Spot Radio Promotion Handbook, 12  
 Stage and the School; The, 9  
 Staging TV Programs and Commercials, 21  
 Standards of Good Engineering Practice Concerning FM Broadcast Stations, 32  
 Standards of Practice (NARTB), 9  
 Star Spangled Radio, 6  
 Steve Sears, Ace Announcer, 7  
 Successful Radio Advertising, 2  
 Successful Radio and Television Advertising, 11  
 Suggested Standards for College Courses in Radio Broadcasting, 23  
 Syllabus of Stage Lighting, A, 19
- T**
- Taking Hold of Television, 4  
 Teaching Through Radio, 23  
 Teaching Through Radio and Television, 24  
 Technique of Film Editing, The—Basic Principles for TV, 10  
 Technique of Radio Writing, The, 21  
 Techniques of Television Production, 16  
 Telecasting and Color, 13  
 Television, 12  
 Television Actor's Manual, The, 18  
 Television Advertising and Production Handbook, 11  
 Television and Education in the United States, 11  
 Television and FM Antenna Guide, 34  
 Television and Our Children, 11  
 Television and Radio in American Life, 7  
 Television Audience Research for Great Britain, 9  
 Television—A World Survey, 12  
 Television Broadcasting, 31  
 Television Code, The, 9  
 Television Commercial, The, 7  
 Television Digest and FM Reports, 12  
 Television Encyclopedia, 6  
 Television Engineering, 33  
 Television for Beginners: Theater Television, 16  
 Television for Radiomen, 34  
 Television—How It Works, 34  
 Television in Our Schools, 22  
 Television in School, College, and Community, 22  
 Television in the United States, 11  
 Television Manual, The, 18  
 Television News Handbook, 20  
 Television Plays, 26  
 Television Policy for Education, A, 9  
 Television Principles, 32  
 Television Production Problems, 20  
 Television Program, The, 20  
 Television Program Production, 20  
 Television Programming and Production, 18  
 Television-Radio Audience and Religion, The, 9  
 Television Receiving Equipment, 31  
 Television Scripts, 16  
 Television Scripts for Staging and Study, 26  
 Television Techniques, 15  
 Television: The Eyes of Tomorrow, 3  
 Television, the Magic Window, 3  
 Television Works Like This, 1  
 Television Workshop, The, 20  
 Television Writing, 17  
 Theatre Guild on the Air, 27  
 There's Laughter in the Air, 27  
 They Burned the Books, 26  
 They Fly Through the Air, 26  
 Thirteen By Corwin, 26  
 This Fascinating Radio Business, 6  
 This Freedom, 29  
 This I Believe, 12  
 This Is Educational Television, 22  
 This Is London, 29  
 This Is War, 27  
 Three-Way Plays, 30  
 Time for Reason, 2  
 Today's Science and You, 20  
 Top TV Shows of the Year, 29  
 Training the Local Announcer, 17  
 Treasury of the Theatre, A, 27  
 TV and Electronics as a Career, 5  
 TV in Medical Education, 13  
 TV Installation Techniques, 34  
 TV Master Antenna Systems, 33  
 TV Picture Projection and Enlargement, 33  
 TV Writer's Guide, The, 21

"22 Television Talks," 2

**U**

UHF Television and UHF-VHF Tuners, 34

Ultra-High Frequency Radio Engineering, 32

Understanding Radio, 35

Understanding Television, 3

Untitled and Other Radio Dramas, 27

**V**

Variety Radio Directory, 13

Vest Pocket Theatre, 26

Vision in Television, 2

**W**

We Stand United and Other Radio Scripts, 26

Who, What, Why Is Radio?, 6

Women in Radio, 14

Women on TV, 20

World Words: Recommended Pronunciations, 17

Writer's Radio Theatre, The, 1940-41, 30

Writer's Radio Theatre, 1942, The, 30

Writing for Television, 18

**Y**

Yale Radio Plays: The Listeners' Theatre, 30

You're on the Air, 27

Your Career in Motion Pictures, Television, and Radio, 5

Your Career in Radio, 3

Your Career in Television, 19

Your Health, 26

Your Opportunities in Television, 4

Your Place in TV, 2

Your Public Relations, 4

Your Speaking Voice, 19

Your Speech and Mine, 25

Your Tape Recorder: How To Select One and Get the Most Out of It, 34

PS-20-56